United Nations A/71/227

General Assembly

Distr.: General
28 July 2016

Original: English

Seventy-first session
Item 53 of the provisional agenda*

Questions relating to information

Report of the Secretary-General

Summary

The present report, prepared pursuant to General Assembly resolution 70/93 B, provides highlights of recent communications and outreach activities of the Department of Public Information of the Secretariat, with a particular focus on areas of reference and interest reflected in the resolution and in the deliberations of the Committee on Information at its thirty-eighth session.

* A/71/150.

16-12940 (E) 220816

Please recycle

I. Introduction

1. In paragraph 101 of its resolution 70/93 B, the General Assembly requested the Secretary-General to report to the Committee on Information at its thirty-eighth session and to the Assembly at its seventy-first session on the activities of the Department of Public Information and on the implementation of all recommendations and requests contained in that resolution. Accordingly, the Department submitted three reports for consideration by the Committee at its thirty-eighth session, held from 26 April to 6 May 2016 (A/AC.198/2016/2, A/AC.198/2016/3 and A/AC.198/2016/4). The deliberations of the Committee with regard to those reports are reflected in the report of the Committee on its thirty-eighth session (A/71/21).

2. The present report contains updates to the information provided to the Committee on Information at its thirty-eighth session, including a summary of activities undertaken by the Department from March to September 2016 through its three subprogrammes: strategic communications services, news services and outreach and knowledge services.

II. Strategic communications services, including United Nations information centres

A. Human rights

3. To publicize the International Decade for People of African Descent, the Department partnered with the African Diaspora International Film Festival for a Black History Month event at Columbia University in New York on 26 February and co-sponsored a panel discussion on women of African descent on 29 April in collaboration with the Office of the United Nations High Commissioner for Human Rights, the United Nations Entity for Gender Equality and the Empowerment of Women (UN-Women) and Black Women's Blueprint, a non-governmental organization (NGO) based in New York working to empower women and girls of African descent. Booklets on the Decade were produced and distributed in the six official languages.

4. For the International Day of Reflection on the Genocide in Rwanda (7 April), the Department, with the Permanent Mission of Rwanda to the United Nations, organized a memorial ceremony at United Nations Headquarters. United Nations information centres in Dhaka, Brussels, Brazzaville, Accra, New Delhi, Tehran, Nairobi, Antananarivo, Windhoek, Lagos, Nigeria, Dakar, Pretoria, Geneva, Port of Spain, Dar es Salaam, United Republic of Tanzania, and Lusaka, among others, also organized events. A screening of the documentary *Intore*, which depicts how the younger generations in Rwanda use music and dance to deal with the challenges posed by their country's past, was held on 28 June at United Nations Headquarters in New York. A screening of a second film about Rwanda is planned for later in 2016.

5. For the fifteenth session of the Permanent Forum on Indigenous Issues (9-20 May), the Department produced a series of fact sheets in English, French, Russian and Spanish, organized press conferences and provided wide news coverage of the session in at least eight languages. The Department also chaired a

communications working group for the implementation of the system-wide action plan for ensuring a coherent approach to achieving the ends of the United Nations Declaration on the Rights of Indigenous Peoples and produced a booklet with the action plan in the six official languages.

6. For Nelson Mandela International Day (18 July), the Department worked with UN-Women to organize volunteer activities for United Nations staff in New York in which they donated clothing and delivered meals to people in need and helped out in a shelter for domestic violence victims. Elsewhere, 18 United Nations information centres around the world held events marking the International Day, including exhibits, student discussions and the planting of memorial trees.

7. The Department engaged in a series of multilingual promotional activities to observe the International Day for the Elimination of Racial Discrimination (21 March), the International Day for the Elimination of Sexual Violence in Conflict (19 June), the International Day of the World's Indigenous Peoples (9 August) and the International Day of Democracy (15 September).

B. Peace and security

8. The Department, working closely with the Department of Peacekeeping Operations and the Department of Field Support, marked the 2016 International Day of United Nations Peacekeepers (29 May) on the theme "Honouring our heroes". Events at United Nations Headquarters included a ceremony for the inaugural Captain Mbaye Diagne Medal for Exceptional Courage. The commemoration also allowed United Nations information centres to engage with Member States through a range of events including parades, exhibitions, book fairs, seminars, outreach to schools, multimedia programmes and translation of the Secretary-General's message into local languages for distribution to the media.

9. The Department worked closely with the Department of Peacekeeping Operations and the Department of Field Support to disseminate the 2016 policy on strategic communications and public information for peacekeeping operations to mission staff worldwide. It also worked with the two Departments and other United Nations entities to produce a communications strategy on combating sexual exploitation and abuse by United Nations personnel.

10. The Department continued to co-manage the United Nations peacekeeping website with the Department of Peacekeeping Operations, ensuring that information on the activities of the missions is updated in the six official languages, and rolled out a new web platform for individual field mission websites.

11. In addition, the Department supported efforts for the establishment of the United Nations Mission in Colombia, preparing a communications strategy, creating messaging documents for the media and developing the Mission's website in English and Spanish. The United Nations information centre in Bogotá assisted locally with media monitoring and translations.

12. The Department also provided support to United Nations efforts to combat cholera in Haiti by producing a communications plan and working with United Nations system partners in Haiti to better highlight the Organization's work in this regard. It also facilitated training for the United Nations Mission in South Sudan to support the development of a new website and help to build national staff capacity.

13. A staff member of the Department was sent to the Office of the Special Envoy of the Secretary-General for Syria, based in Geneva, to provide communications support from April to June, and communications support was also provided to the United Nations Zika response, with the Department working in close partnership with the World Health Organization (WHO) to deliver messaging across platforms and through the global network of United Nations information centres. The launch of the Secretary-General's Zika Response Multi-Partner Trust Fund was also supported.

14. The Department continued to support the work of the Special Adviser on the Summit on Addressing Large Movements of Refugees and Migrants, including by leading communications efforts for the issuance of the report of the Secretary-General entitled "In safety and dignity: addressing large movements of refugees and migrants" (A/70/59) and on the broader issues related to refugees and migrants, and launched a website in all six official languages.

15. Communications support was also provided to the Office for Disarmament Affairs of the Secretariat to mark the International Day against Nuclear Tests (29 August), including updating the website in all six official languages and writing and disseminating press releases.

16. In the area of counter-terrorism, and in coordination with the Counter-Terrorism Implementation Task Force, the Department continued to support efforts to raise awareness about the Secretary-General's Plan of Action to Prevent Violent Extremism and designed a new web platform, United Nations Action to Counter Terrorism. The platform, available in all six official languages, serves as an online hub linking the key United Nations entities working on counter-terrorism.

17. The Department also provided communications support to the Counter-Terrorism Committee Executive Directorate, promoting high-level meetings, including briefings to the Security Council, and facilitating interviews with the media.

C. Promotion of the Sustainable Development Goals

18. To mark the first anniversary of the adoption of the Sustainable Development Goals, the Department supported a week of events during the seventy-first session of the General Assembly featuring the Goals' branding, the launch of partnership initiatives on the Goals and the participation of many of the Sustainable Development Goals Advocates.

19. The Department continued to highlight the importance of the Sustainable Development Goals through its communication campaign, Sustainable Development Goals: 17 Goals to Transform Our World. Under that umbrella campaign, the Department developed two initiatives, Why the Sustainable Development Goals Matter to Me and The Year of Living Sustainably, which underscore the importance of the Goals and recommend actions to help to achieve them. Through the United Nations website and on social media platforms, the Department continues to promote the Goals at major United Nations events.

20. The Department worked in close collaboration with the United Nations Environment Programme for World Environment Day (5 June), disseminating campaign materials globally through the United Nations information centres and

helping to promote the United Nations Green Fair held in early June at United Nations Headquarters and the headquarters of the United Nations Children's Fund (UNICEF). For World Oceans Day (8 June), the Department compiled a communications kit on the theme "Healthy oceans, healthy planet". The Department also worked closely with the Department of Economic and Social Affairs to produce communications material for the 2016 high-level meeting on HIV/AIDS (8-10 June) and the ninth session of the Conference of States Parties to the Convention on the Rights of Persons with Disabilities (14-16 June).

21. United Nations information centres have translated the icons, fact sheet, logo and poster of the Sustainable Development Goals into 45 local languages, and Member States and other institutions have translated the icons into an additional three languages.[1] A number of information centres have also been involved in various initiatives and partnerships related to the promotion of the Goals, including through sports, exhibitions, workshops and media outreach. The information centre in Beirut publishes articles fortnightly in Arabic on the 17 Goals in partnership with the *Lebanon Debate* news website, as well as in *Ad-Diyar*.

22. The United Nations information centre in Mexico City partnered with ISA Corporativo, a leading advertising transport company (metros, airports and bus stations) in Mexico, and produced multimedia materials such as videos, animated GIFs and infographics, to be displayed on subway screens as well as at the international airport in Mexico City.

23. Directly related to the Goals' implementation, the Department played a key role in communication planning, message development and media and constituency outreach for the high-level political forum on sustainable development (11-20 July). The inaugural *Sustainable Development Goals Report 2016* was also launched during the high-level political forum. The Department issued press materials in the six official languages and coordinated media outreach to promote the report.

D. Climate change

24. To prepare the United Nations information centres for the signing of the Paris Agreement on climate change on 22 April, the Department organized WebEx sessions in advance for staff at the centres and more than 40 electronic and print media outlets. A number of information centres subsequently organized activities to coincide with the signing ceremony, including exhibitions, media briefings, seminars and multimedia productions. The information centre in Nairobi held a photo opportunity on Mount Kenya to raise awareness both of the rapidly diminishing glaciers and of international efforts under way to halt the impact of climate change across Africa.

[1] Afrikaans, Amharic, Armenian, Bahasa Indonesia, Bafut, Bangla/Bengali, Bangnwa, Basaa, Catalan, Czech, Dioula, Dutch, Ewondo, Fulfulde, German, Georgian, Greek, Hausa, Hebrew, Hindi, Igbo, isiNdebele, isiXhosa, isiZulu, Italian, Japanese, Kiswahili, Moore, Ndebele, Persian, Pidgin English, Polish, Portuguese, Sesotho, Sepedi, Setswana, Shona, Sinhala, Siswati, Shupamum, Tamil, Telugu, TshiVenda, Twi, Turkish, Wolof, Xitsonga and Yoruba.

E. World Humanitarian Summit

25. United Nations information centres widely publicized the World Humanitarian Summit, held in Istanbul, Turkey, on 23 and 24 May, through media and public outreach. Several centres translated and placed the Secretary-General's op-ed, "An agenda for humanity", in outlets in 11 countries. In addition, information centres organized interviews and the placement of the Emergency Relief Coordinator's op-ed, "What we need from the Humanitarian Summit", in newspapers and websites in 26 countries.

F. Conference on the least developed countries

26. The United Nations information centre in Ankara provided public information and media support for the Comprehensive High-level Midterm Review of the Implementation of the Istanbul Programme of Action for the Least Developed Countries for the Decade 2011-2020, held in Antalya, Turkey, from 27 to 29 May, including by having the centre's National Information Officer serve as conference spokesperson.

G. Special information programme on the question of Palestine

27. In the context of its mandated special information programme on the question of Palestine, the Department organized, in close cooperation with the Government of South Africa and with support from the Government of Sweden, its annual International Media Seminar on Peace in the Middle East (Pretoria, 31 August-2 September). It also continued to support the activities of the Committee on the Exercise of the Inalienable Rights of the Palestinian People, including holding a screening in April of the award-winning film *Giraffada*.

H. Decolonization

28. In the area of decolonization and pursuant to paragraph 1 of General Assembly resolution 70/103, the Department finalized the latest update of the leaflet entitled, "What the United Nations can do to assist Non-Self-Governing Territories". The leaflet has been produced in English and will be translated later in 2016 into the other official languages. It also continued to update and maintain the dedicated website, The United Nations and Decolonization, in the six official languages.

I. New Partnership for Africa's Development

29. The Department continues to raise global awareness of and support for the New Partnership for Africa's Development through its magazine, *Africa Renewal/ Afrique Renouveau*, and website, in both English and French. Between March and May 2016, the Department successfully placed 18 news features from the magazine, in English and French, in 89 media outlets from 19 countries.

30. Working in close collaboration with the Office of the Special Adviser on Africa, the Office of the United Nations High Commissioner for Refugees

(UNHCR) and the African Union Commission, the Department provided media support to a high-level side event on the African Year of Human Rights with Particular Focus on the Rights of Women, which was organized in March on the margins of the sixtieth session of the Commission on the Status of Women.

31. In April, the Department participated in the 2016 annual conference of the Regional Coordination Mechanism for Africa, held in Addis Ababa, on implementing the African Union's Agenda 2063 and the 2030 Agenda for Sustainable Development. The Mechanism's Advocacy and Communications Cluster, of which the Department is a member, adopted a communication plan of action to be implemented in 2016-2017.

32. During the New York launch in April of the *Economic Report on Africa 2016*, the Department provided media support to the Economic Commission for Africa by producing information products and organizing interviews for senior officials. The report's key findings and recommendations were featured in the August issue of *Africa Renewal*.

J. Strengthening United Nations information centres

33. The Department has increasingly used WebEx for interaction with its network of more than 60 United Nations information centres on programmatic, administrative and financial issues. In 2015, more than 110 live briefings were held to provide substantive guidance on key United Nations priorities to staff and members of the media and civil society in the field.

34. Increased support from Headquarters to information centres, along with a more coordinated approach that places the larger centres in a more supporting role in their respective regions, was optimized in the context of resource constraints.

K. Supporting United Nations country teams

35. United Nations information centres work in close cooperation with United Nations entities in the field, communicating with one voice on joint projects and campaigns. Many information centres lead or actively participate in the formulation of country-specific communications strategies through the local United Nations communication groups.

36. United Nations information centres have taken a lead role with United Nations country teams to make the Sustainable Development Goals more widely known and relevant to local communities. This collaboration is already reflected in the strategic communication plans of many country teams.

37. Information centres also work closely with country teams within the context of the United Nations Development Assistance Framework through the development of communications strategies, media support, organization of briefings and video production.

L. Multilingualism

38. The United Nations information centres published information materials such as booklets, brochures, pamphlets, posters, press kits, bookmarks and calendars in 63 local languages and, on a regular basis, prepare or reissue and translate press releases, fact sheets and other information materials.

39. Out of 61 information centre websites, 30 use local languages. In addition, information centres are increasingly using social media tools to disseminate information, including in local languages: as many as 49 have Facebook accounts, including 15 in local languages, 40 have Twitter accounts in 23 local languages, and 29 have YouTube accounts in 8 local languages. Information centres also utilized other social media platforms, including Google+, Vimeo, Instagram, Tumblr, Flickr, Pinterest, Flipboard, LinkedIn, Telegram, SMS and VKontakte. Information centres also produced newsletters in 15 local languages.

M. Social media

40. The Department continues to use social media platforms to share comprehensive, balanced and objective updates in all official languages about the issues before the Organization. In June, the Department welcomed its 2 millionth fan on Facebook. In the past year, more than 300,000 people have signed up for photo updates on Instagram. In addition to providing day-to-day updates about the work of the United Nations around the world, special priority has been placed on the roll-out of the Sustainable Development Goals and the situation of refugees and migrants in the lead-up to the high-level plenary meeting on addressing large movements of refugees and migrants on 19 September. The Department also deployed a multilingual team to Turkey to cover the World Humanitarian Summit in Istanbul and the Comprehensive High-level Midterm Review of the Implementation of the Istanbul Programme of Action in Antalya.

III. News services

A. Social media

41. The Department has made it a priority to create new digital products that target social media platforms in multiple languages and that are accessible on mobile devices. Taking into account the very different levels of access around the world, the Department is tailoring products to make content available with due regard to both viewer habits and connectivity constraints. Social media videos are being created on an almost daily basis in connection with the news cycle and special events. The United Nations Channel on YouTube (www.youtube.com/unitednations) exceeded 24 million views, a 40 per cent increase from the past year, and the number of individual subscribers has grown to more than 105,000.

42. The Department worked closely with the communications team in the Office for the Coordination of Humanitarian Affairs to prepare multilingual content in advance of the World Humanitarian Summit. A video primer was created using infographics for easy mobile viewing in all six official languages. In addition, several social media videos were created during the Summit and garnered well over

1 million views; the videos made for Chinese audiences and shared on multiple platforms garnered approximately 2.5 million views. Similar efforts were made with the signing ceremony for the Paris Agreement on climate change in April, which saw a surge in social media activity across languages.

43. Social media reach improved at a steady rate in all languages during the reporting period. For example, the Arabic Facebook account experienced a 4 per cent monthly increase, bringing its reach to 350,000 followers. The United Nations Arabic Twitter account has seen rapid growth in the region, stemming from efforts made to work closely with United Nations system partners with a strong presence in the Arab world.

44. The United Nations Chinese Weibo account continues to grow and is expected to reach 7.9 million followers by September. On the three Chinese social video-sharing applications (Weishi, Miaopai and Meipai), United Nations videos have been viewed 700 million times.

45. The United Nations French Twitter account reached 93,800 followers in June and at present is heading past the 100,000 mark. The United Nations Russian Facebook account is expected to reach 30,000 users by September, which constitutes an annual increase of more than 100 per cent. The number of views on the Russian YouTube platform showed steady growth of close to 10 per cent per month during the reporting period.

46. Social media in Spanish continued a strong upward trend, with the Twitter account experiencing a 7.4 per cent increase in followers between March and mid-June. In addition, the YouTube account reflected a 25.6 per cent growth rate in the same period.

47. During the reporting period, those accounts were constantly updated and curated, ensuring that the top United Nations news stories of the day were shared globally, as was information pertaining to current public information campaigns and other events. The Department sent out social media guidance on available multilingual materials on a weekly basis and held weekly coordination meetings in an attempt to increase language parity.

B. Television and the Internet

48. Recognizing the changing media landscape, the Department reviewed how to optimize content for digital platforms and the need to draw on digital tools for production and dissemination on the Internet. This led to important new ideas about the shifts in production and promotion, and the use of digital platforms.

49. For the seventy-first session of the General Assembly, a dedicated website was updated to ensure up-to-the-minute posting of delegates' statements, including documents, audio and videos. In addition, a new website was launched for the President of the General Assembly.

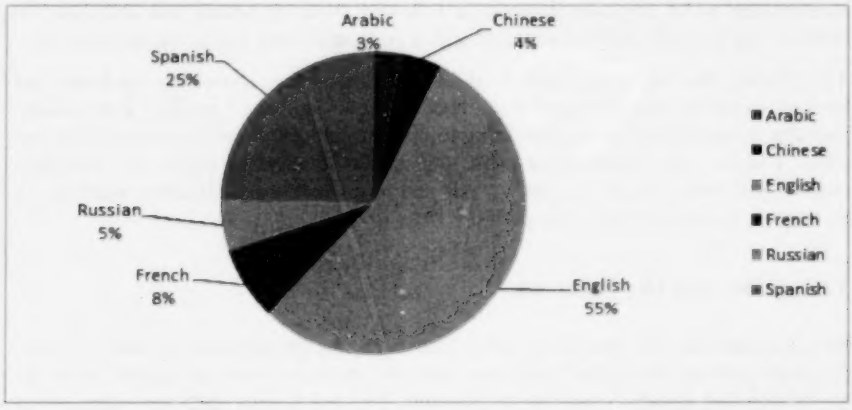
50. With regard to ongoing support for the promotion of United Nations observances on the web, in March, the website for the International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade was restructured and enhanced to reflect the year-round work of the Remember Slavery programme. In May, a new website was launched for World Telecommunication and Information Society Day (17 May).

51. In July, redesigned websites for the Secretary-General and for his Spokesperson were launched and currently conform to the new United Nations web branding, offering a more dynamic multimedia experience. A multilingual website for journalists was launched in June and provides complete information on media accreditation, as well as information concerning specific conferences, links to documents, video coverage, observances and alerts for the press.

United Nations website page views by languages, 1 March-31 May 2016

Language	*New sessions (percentage)*	*Number of sessions*	*Number of users*	*Page views*	*Pages per session*
Arabic	66.99	547 635	392 639	1 274 563	2.33
Chinese	75.25	701 987	549 307	1 860 234	2.65
English	58.64	9 905 668	6 306 030	23 768 252	2.4
French	63.75	1 495 245	1 028 494	3 451 677	2.31
Russian	59.45	1 043 860	667 028	2 281 876	2.19
Spanish	70.50	5 746 543	4 293 391	10 757 962	1.87
Total/average	**70.50**	**19 440 938**	**13 236 889**	**43 394 564**	**2.29**

Figure I
United Nations website page views by language, 1 March-31 May 2016



52. The United Nations Television Section has continued producing video products highlighting major United Nations themes and issues. The monthly flagship programme, *21st Century*, established a production partnership with Channels TV Nigeria, which reaches 25 million households, to add to its existing broadcast partnerships in Arabic, Chinese, English and French. UNICEF Goodwill Ambassador and renowned singer-songwriter Angelique Kidjo became host of *21ème Siècle*, the French version of the programme, attracting media interest and, potentially, increased audiences across the francophone world. Special editions of the show have been produced throughout 2016, showcasing key issues, such as humanitarian action and migration and refugees.

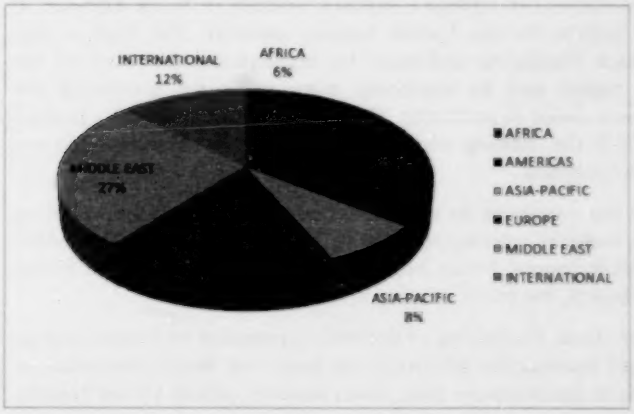
53. As part of an effort to meet the demand for short videos geared towards commemorations and observances, the Section produced several *UN in Action* videos in the six official languages, including for: the International Day for Biodiversity; World Environment Day; World Oceans Day; and the International Day of Forests. The Section also produced two short videos on the Paris Agreement on climate change. One video, *Turn Aspiration into Action*, was created for the signing ceremony and was released on social media in the six official languages and in Portuguese. A second video focusing on the Secretary-General's climate leadership was released on social media in the six official languages.

54. The Department's webcast services continuously seek ways to improve and expand the Organization's live and on-demand webcast services to directly reach a global audience. During the reporting period, United Nations Web TV (webtv.un.org) generated about 12 million video views. For the high-level signature ceremony for the Paris Agreement on 22 April, some 313,587 users from more than 215 countries and territories viewed the event live and on demand.

55. In addition to the live and on-demand webcast coverage of meetings and events held at United Nations Headquarters, the Department provides webcast coverage of the meetings of the Human Rights Council held in Geneva and of other major United Nations conferences, including the seventh Global Forum of the United Nations Alliance of Civilizations (Baku), the World Humanitarian Summit, the Comprehensive High-level Midterm Review of the Implementation of the Istanbul Programme of Action, the fourteenth session of the United Nations Conference on Trade and Development (Nairobi) and the United Nations Conference on Housing and Sustainable Urban Development (Habitat III) (Quito).

56. UNifeed continues to service broadcasters that need images related to the work of the United Nations or its agencies both at Headquarters and in the field. Clients can access the raw footage packaged as stories, which include sound bites in various languages, either by downloading the material from the UNifeed website or through major news organizations that have been long-time partners, such as the Associated Press, Reuters TV and Eurovision. During the reporting period, UNifeed made available to broadcasters more than 1,000 stories through its website, reaching at least 500 broadcast users per month.

Figure II
UNifeed clients by region, 1 March-31 May 2016



57. During the first four months of the reporting period, the most popular stories were related to the crisis in the Syrian Arab Republic, including stories on the Geneva talks, humanitarian aid delivery and the refugee situation. Other popular stories related to the earthquake in Ecuador in April 2016, the outbreak of the Zika virus and a WHO report on diabetes. A wide range of other issues were covered during the reporting period, including the situation in South Sudan, allegations of sexual abuse by United Nations peacekeepers in the Central African Republic and the process of selection of the Secretary-General.

58. UNifeed, in addition to being a tool for external broadcasters, also provides an additional resource for the Department's news teams, which use the raw footage to illustrate their stories.

C. Radio and online news

59. Online news-gathering teams increasingly work across different media to capture and incorporate audio, video and text into news that is presented to multiple audiences, including to partner organizations. This strategy was demonstrated to great success at the World Humanitarian Summit, where a team of four news producers worked closely with a television producer and social media staff to produce audio, video and text content in Arabic, English, French, Russian and Spanish while also sending raw content in Chinese, Kiswahili and Portuguese back to Headquarters for use in Radio and News Centre stories.

60. The language units of United Nations Radio and the United Nations News Centre have also embarked on cross-promoting content such as interviews and podcasts. The teams are working together to provide a new integrated multimedia news site in all the official languages, as well as in Kiswahili and Portuguese.

61. United Nations Radio language units are diversifying their partnership base by using the SoundCloud online audio distribution platform and blogs to reach radio stations with their content and tailoring that content to evolving audience needs. The units are providing news in smaller segments, from 5 to 15 minutes, for use by news organizations around the world, to account for the challenges of time zones and user habits.

62. The English Unit of United Nations Radio has embarked on a major outreach effort, contacting radio stations on college campuses, initially in North America, to encourage university stations to use United Nations material. The Unit is also making a push to reach Caribbean audiences by highlighting the work of the Organization in the region and by exploring story ideas for promoting the Sustainable Development Goals in particular. The Unit has also launched a podcast series entitled *The Lid Is On*, starting with shows on refugees, migration and sex trafficking, among other subjects.

63. The Arabic Unit has continued to expand its multimedia work by producing video, audio and text material catering to all categories of audiences. One video about the visit of UNHCR Special Envoy Angelina Jolie to Lebanon to meet Syrian refugees, produced in March, has received more than 209,000 views.

64. For the Portuguese Unit, the signing of the Paris Agreement on climate change in April, the high-level meeting on HIV/AIDS in June, the World Humanitarian Summit in May and World Environment Day, which featured official United Nations

events in Luanda, were some of the key topics covered during the reporting period. Most recently, the Unit formalized cooperation with Globo International, ensuring that United Nations stories were covered by the largest television channel in Brazil, which also serves 1.2 million subscribers in the United States of America.

65. The Kiswahili Unit formed three new radio partnerships with stations in the Democratic Republic of the Congo, Uganda and the United Republic of Tanzania. The Unit started live-streaming on Facebook, increasing its followers on that platform from 15,000 at the start of 2016 to more than 76,000.

66. The Spanish Unit established a strong partnership with the United Nations information centre in Buenos Aires, which resulted in the sharing of the Unit's audio products on a regular basis, thereby reaching many more listeners in that country. The Unit has also established a relationship with the regional office of the United Nations Office for Disaster Risk Reduction, which will fund coverage for two upcoming meetings in Panama City and Asunción.

67. The French Unit initiated the production of a new 10-minute daily news programme, together with plans for a second update later each day. The new initiative has been well received by radio partners. The Unit also launched a new outreach exercise resulting in three new partnerships with radio stations, reaching a potential audience of more than 9 million new listeners.

68. The Chinese Unit has also established new partnerships with radio stations and is redoubling its multimedia and social media quotient. Live-linking with China National Radio has become standard around major events or moments related to the United Nations.

69. New online products across languages have also been gaining traction, such as "From our archives" and "In case you missed it". Some noteworthy recent feature items include an interview with the Special Representative of the Secretary-General on Violence against Children, the Special Representative of the Secretary-General for Haiti and the Humanitarian Coordinator for the Syrian Arab Republic and a feature story on the successful United Nations-backed parliamentary elections in the Central African Republic.

D. Press and photography coverage

70. During the reporting period, the Meetings Coverage Section produced 2,301 press releases in English and French. About 25 per cent of that output (569 press releases) consisted of summaries of the meetings of the General Assembly, the Security Council and the Economic and Social Council, as well as of their subsidiary bodies and substantive commissions. In addition, 1,451 press releases included statements, remarks and messages from the Secretary-General and the Deputy Secretary-General and material from other United Nations offices and departments.

71. The various social media platforms overseen by the Photo Library continued to grow during the reporting period. Facebook has more than 91,000 likes with a monthly reach of 40,000 and Twitter has grown to more than 73,000 followers with an average of 1 million impressions per month. The Flickr account currently has at least 26 million accumulated views.

72. The Photo Library handled over 5,000 requests from Member States, the media, publishers and the general public during the reporting period. The number of high-resolution photographs distributed to clients through the Library or the photo website rose from 78,000 to 120,000 during the same period.

73. Thanks to a donation of $4.5 million from the Government of Oman, the Department of Public Information began a large-scale project to digitize most of the United Nations audiovisual collection in March. During the first phase of the project, the Audiovisual Library hired experts to catalogue and enter metadata for each asset.

74. Between March and July 2016, the Media Liaison and Accreditation Unit processed over 3,000 accreditation requests for events held at United Nations Headquarters in New York (including the high-level thematic debate on achieving the Sustainable Development Goals, the thirtieth special session of the General Assembly on the world drug problem and the high-level signature ceremony for the Paris Agreement) and over 1,300 accreditations for the World Humanitarian Summit and the Comprehensive High-level Midterm Review of the Implementation of the Istanbul Programme of Action, both held in Turkey. The Unit expects that by September it will have processed an additional 2,000 to 3,000 requests for the general debate and other high-level meetings of the seventy-first session of the General Assembly.

75. From March to July, the Unit provided information and logistical assistance for approximately 250 stake-outs and press briefings and facilitated the media coverage of more than 50 bilateral meetings with the Secretary-General and other photo opportunities. The Unit also alerts members of the press and other key partners to United Nations activities at Headquarters and to the release of critical documents by e-mail and through its Twitter account, which at present has more than 35,000 followers.

IV. Outreach and knowledge services

A. Education outreach

76. Working in close collaboration with States members of the Caribbean Community and the African Union, the Department marked the annual observance of the International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade (25 March) on the theme "Celebrating the heritage and culture of the African diaspora and its roots".

77. The Department partnered with the Schomburg Center for Research in Black Culture of the New York Public Library and the Permanent Mission of India to the United Nations to organize the exhibit "Africans in India: from slaves to generals and rulers", which was on view at United Nations Headquarters in February and March. Materials for the United Nations information centres were produced in Arabic, English, French and Spanish and in Hindi and Portuguese.

78. Other events organized as part of the Remember Slavery programme included a panel discussion and performance on the transatlantic slave trade entitled "Constructing new Amistad, Bunce Island, Gullah, Maroon and Nova Scotia bridges" at United Nations Headquarters in March, organized by the Permanent Mission of Sierra Leone to the United Nations and co-sponsored by the Permanent Mission of Jamaica to the United Nations and the Sierra Leone Monuments and Relics Commission; a cultural and culinary event also held at United Nations

Headquarters in March to celebrate the heritage and traditions that enslaved Africans brought to Europe and the Americas; activities related to the twenty-fifth anniversary in March of the African Burial Ground in New York; a briefing for NGOs in April on the musical journey of the African diaspora; and a global videoconference connecting 500 high school students at United Nations Headquarters with students in Senegal and Trinidad and Tobago in May.

79. The Department oversaw the production of models of the *Ark of Return*, the permanent memorial to honour the victims of slavery and the transatlantic slave trade at United Nations Headquarters, as well as a brochure entitled "The Ark" in Arabic, Chinese, English, French, Russian and Spanish. Weekly tours of the memorial were provided to visitors. The Department also screened the film *Queen Nanny: Legendary Maroon Chieftainess* at United Nations Headquarters and 17 United Nations information centres; the movie was subtitled in English, French and Spanish and in Portuguese.

80. The Department's Holocaust and the United Nations Outreach Programme, in partnership with the Centro Primo Levi New York, held a round-table discussion entitled "After the Holocaust: Primo Levi and the nexus of science, responsibility and humanism" on 4 May. The event explored themes found in Primo Levi's writings, including scientific ethics, history and memory, language and transmission, and justice and responsibility.

B. Youth and educational outreach

81. Ahead of the International Day of Peace (21 September), the Secretary-General provided a 100-day countdown message. The Department started the countdown with a new hip-hop music video on the Sustainable Development Goals, produced in all six official languages, and extensive media outreach to support the Secretary-General's message. The Department also launched a video contest calling upon young people to submit clips on how the Sustainable Development Goals could build peace.

82. A student observance was organized at United Nations Headquarters on the theme "The Sustainable Development Goals: building blocks for peace" (16 September). A website and print materials in all six official languages, as well as a strong social media presence on Facebook and Twitter, were created to complement the event.

C. United Nations Academic Impact initiative

83. The United Nations Academic Impact initiative, in association with ELS Educational Services, successfully concluded the third annual "Many languages, one world" international essay contest for college and university students. The theme for 2016 focused on the role of multilingualism in achieving the Sustainable Development Goals. Students were asked to write an essay on the topic in an official United Nations language that was neither their mother tongue nor their primary language of instruction. More than 9,000 participants from 2,500 universities in 164 countries took part in the contest. A total of 60 winners, 10 for each language, attended a week-long multilingual Global Youth Forum in New York, which culminated in an event in the General Assembly Hall on 29 July in which the students presented their projects on achieving the Sustainable Development Goals.

84. During the reporting period, the initiative also held a number of events as part of the Skills and Technology Accelerating Rapid Transformation (START) series, including a discussion on the intersection of environmental degradation and health, with an emphasis on concrete actions and policy changes that could help to safeguard public health. It also partnered with the Permanent Mission of the Republic of Korea to the United Nations and Ewha Womans University to hold a symposium in New York in April on 70 years of United Nations public diplomacy and public information.

85. The initiative published a number of academic articles on its website on a range of Sustainable Development Goal-related issues, including a series on food security and climate change, the impact of the Zika virus on human rights and the increased risk of pandemics and epidemics in a globalized world. The articles helped to disseminate information about the Goals and spark discussion and information-sharing on cutting-edge research being conducted around the world to help to achieve the Goals.

D. Engagement with youth

86. During the period under review, the Office of the Envoy of the Secretary-General on Youth convened and participated in high-level events in which the Envoy promoted youth-led, youth-serving organizations and other youth stakeholders' participation in the United Nations system and beyond.

87. The Office of the Envoy supported the organization of key youth-focused events during the United Nations Alliance of Civilizations Forum, the World Humanitarian Summit, the high-level political forum on sustainable development and the high-level segment of the General Assembly. Together with partners, the Office led efforts to mark World Youth Skills Day on 15 July and International Youth Day on 12 August, with events and activities both at United Nations Headquarters and in other locations through the initiative of Member States and United Nations country teams.

88. Following the launch in 2015 of the Global Youth Partnership for the Sustainable Development Goals, the Office has been rolling out three core components: (a) Youth Gateway, an online platform for young people to learn about and engage in the implementation of the 2030 Agenda for Sustainable Development; (b) Young Leaders initiative, which recognizes an annual class of young change-makers around the world whose work supports the Goals and whose influence can help to mobilize young people; and (c) Global Youth Index, a mechanism for tracking youth development progress in the context of the 2030 Agenda by reviewing youth-relevant indicators in the global framework of the Sustainable Development Goal indicators.

E. Sales and marketing

89. The Department offers United Nations publications for sale in all official languages. During the reporting period, the United Nations iLibrary (www.un-ilibrary.org), launched in February 2016, grew to contain 2,000 titles, of which about 20 per cent are in languages other than English.

90. The iLibrary is the first comprehensive global search, discovery and viewing source for a digital collection of multilingual publications created by the United Nations. The iLibrary is freely available for viewing, sharing and embedding. The e-commerce platform https://shop.un.org was launched in all six official languages, allowing for easy discovery and purchase of United Nations publications in print and PDF format in all available languages.

91. Ten contracts were signed to license the translation of many flagship publications into Chinese, Croatian, Finnish, Japanese, Korean, Portuguese and Thai, all of which will be available both electronically and in print.

92. Sustainable printing policies for sales publications have been implemented, including print on demand, to ensure that paper and other resources are used sustainably and responsibly. Publications are printed using environmentally friendly processes, including water-based inks and paper that is recycled or comes from sustainably managed forests.

F. Publications and editorial

93. The online Yearbook Express, which features the chapter introductions to corresponding volumes of the *Yearbook of the United Nations*, continued to expand, at present going back to the 1999 edition, in all six official languages.

94. The *UN Chronicle* volume LII, No. 4, 2015, "Implementing the 2030 Agenda: the challenge of conflict", was published in English in March and in French in April 2016. Volume LIII, No. 1, 2016, "Humanitarian action: a shared responsibility", was published in English in May and in French in June. Both issues were translated into Arabic, Chinese, Russian and Spanish for online publication in July 2016. Volume LIII, No. 2, 2016, "Sport aims for the Goals", was published in English in August and scheduled to be published in French in September and subsequently translated into Arabic, Chinese, Russian and Spanish for online publication.

95. In response to the Committee's encouragement to focus on paperless editions, the number of print copies has been reduced, with the exception of paid subscriptions, for 2015-2016.

G. Dag Hammarskjöld Library

96. Services to the Library's stakeholders and clients continue to gain momentum. The online knowledge base, Ask Dag, has grown to about 35,000 views per month. More than 2,000 information research requests from permanent missions were also answered and training provided to approximately 160 delegates.

97. Activities to make information accessible to a multilingual audience continued. Since March, the Library has published 11 new research guides, including on the sixtieth session of the Commission on the Status of Women, the United Nations and NGOs and the World Humanitarian Summit in English; peacekeeping documentation in French; introduction to United Nations documentation in Russian; and information resources on Latin America and the Caribbean in Spanish.

98. Some 11,270 United Nations documents were digitized and uploaded to the Official Document System. Digitization of official records of the Economic and Social Council, documents of the General Assembly and meeting records of the Conference on Disarmament was completed.

99. The Charter of the United Nations (in 45 language versions), the complete set of the *Statistical Yearbook*, the collection of documents on the United Nations Conference on International Organizations ("San Francisco Conference"), the *United Nations Blue Books* series, the complete set of the statements on the collection of contributions, the reports of the UNICEF Executive Board and the set of Secretary-General's bulletins were all digitized and added to the digital repository.

II. Non-governmental organizations: relations and advocacy

100. There are currently 1,466 NGOs associated with the Department. In 2016, the Department organized the sixty-sixth Annual Conference of the Department of Public Information for NGOs in partnership with the Executive Committee of NGOs Associated with the Department of Public Information, the National Organizing Committee for the Conference and the Republic of Korea. The Conference was held from 30 May to 1 June in Gyeongju, Republic of Korea.

101. The Conference, on the theme "Education for global citizenship: achieving the Sustainable Development Goals together", featured more than 1,300 youth delegates, an unprecedented number. A highlight was the adoption of the Gyeongju Action Plan, in which Member States were urged to prioritize education in policy and practice, adopt an International Day of Education and create a new post of Envoy of the Secretary-General to Civil Society.

102. The Department continues to bring awareness to the issues and work of the United Nations through creative partnerships with the media, non-profit organizations and the entertainment industry. In March, the Department facilitated the filming of scenes at United Nations Headquarters for an episode of the television series *Madam Secretary*, which featured the fictional Secretary of State of the United States addressing the General Assembly on terrorism. The episode was seen by close to 10 million viewers in the United States alone, with many more estimated to watch in other countries.

103. On the occasion of the International Day of Happiness (20 March), the Department collaborated with the Columbia TriStar Marketing Group to raise awareness of the need for action on climate change. A social media campaign that featured the animated characters of the newly released *The Angry Birds Movie* reached 749 million impressions on Twitter and was covered by approximately 140 television news broadcasters globally.

104. The Department continued to leverage the strong traditional media interest and the large social media reach of the United Nations Messengers of Peace and other celebrity advocates. On 22 April, Messenger of Peace Leonardo DiCaprio addressed the opening of the high-level signature ceremony for the Paris Agreement, which he actively promoted on social media. Messengers of Peace Princess Haya and Michael Douglas lent their voices to promote the World Humanitarian Summit by appearing in a public service announcement produced by the Office for the Coordination of Humanitarian Affairs. Messenger of Peace Daniel Barenboim led the West-Eastern Divan Orchestra in a performance at the Summit on 23 May. Messenger of Peace Lang Lang recorded a video in support of the UNHCR "#WithRefugees" campaign in the lead-up to the high-level plenary meeting on addressing large movements of refugees and migrants in September.

105. The Department provided support to Member States and partners in organizing a range of special events to promote the goals of the Organization. These included a performance by the students of the Juilliard School at the high-level signing ceremony for the Paris Agreement in April; and the screening in July of *Where the Roads End*, which examines yaws, a tropical infectious disease, followed by a discussion.

I. Visitors' services

106. The annual Reham Al-Farra Memorial Journalists Fellowship Programme was open to junior and mid-level journalists from developing countries. A total of 15 journalists from Côte d'Ivoire, Cuba, Guatemala, Guyana, Indonesia, Kenya, Malaysia, Mongolia, Myanmar, Namibia, Nigeria, Oman, Papua New Guinea, the Sudan and the former Yugoslav Republic of Macedonia were to participate in the Programme, starting on 8 September.

107. During the reporting period, the Speakers Bureau arranged for groups to be briefed by United Nations officials on a wide range of topics. In-house briefings reached more than 20,000 people, primarily students. Groups were briefed in all six official languages, as well as in Bahasa Indonesia, German, Italian, Japanese and Korean, at United Nations Headquarters, through Skype, and at other locations.

108. The United Nations Works for You outreach activity enabled United Nations officials to travel to elementary, middle and high schools to educate some 1,600 young people in Chile and the United States about the work of the Organization.

109. Guided tours, which are one-hour lecture tours about the work of the Organization, continued to be offered. Approximately 160,000 visitors took tours during the reporting period, conducted in the six official languages, as well as in German, Hebrew, Italian, Japanese, Korean and Portuguese.

J. United Nations intranet (iSeek) and deleGATE

110. More than 350 stories in English and French and more than 550 global and local announcements on key management issues and United Nations events and initiatives were posted on the United Nations intranet, iSeek, and deleGATE.

111. iSeek, geared to United Nations staff at its eight major duty stations and those in the field, underwent a thorough redesign of its architecture to improve access to information. Additional entities (Department of Economic and Social Affairs, Special Representative of the Secretary-General on Violence against Children) and local intranets (Economic and Social Commission for Western Asia) were also integrated into iSeek.

K. Graphic Design Unit

112. The Graphic Design Unit continued to offer support to Secretariat departments and United Nations information centres in providing visual communication and graphic design solutions for global and internal public information campaigns, observances, conferences and publications. The Unit bolstered the Organization's multilingualism efforts and increased its ability to adapt designs in the official languages, which previously needed to be outsourced to other departments. The Unit also provided electronic designs and templates to information centres, reducing costs as well as the environmental impact of shipments overseas.

V. Deepening a culture of evaluation

113. The Department strengthened its commitment to evaluation by approving a new evaluation policy that aimed to align the evaluation work of the Department with the norms and standards of the United Nations Evaluation Group. Based on the new policy, as well as the United Nations System-wide Action Plan on Gender Equality and the Empowerment of Women, the Department is currently undertaking a comprehensive evaluation of gender equality and the empowerment of women in its work. The findings of that evaluation will help the Department to strengthen its work to promote gender equality and improve its capacity to monitor and assess that work, in line with its new strategy on gender equality and the empowerment of women. The evaluation is being conducted by the Evaluation and Communications Research Unit, which undertakes evaluations of the Department's work and programmes and ensures accurate monitoring and analysis of the Department's traditional and social media work.

114. New, more comprehensive social media analysis tools procured by the Unit have allowed the Department to analyse its social media activity in greater depth, learning valuable lessons on what is effective on social media. For example, the Department monitored 4.7 million mentions of the campaign hashtag #COP21 on social media, which brought in more than 800,000 new followers to the main United Nations Twitter, Facebook and Instagram accounts. Assessments of the social media work on climate change also illustrated how celebrity advocates strengthened outreach to global audiences, especially young people.

115. The Department undertook a through and systematic re-examination of its expected accomplishments and indicators of achievement in preparation for the proposed strategic framework for the period 2018-2019 (A/71/6 (Prog. 24)). This followed a request by the Committee for Programme and Coordination to revise and improve the Secretariat's strategic frameworks so as to more clearly indicate the impact of the implemented activities (see A/70/16). The Department worked closely with the Programme Planning and Budget Division of the Department of Management of the Secretariat and carefully reviewed industry standards on measuring communications outcomes in order to clearly articulate where observable change for end users could be quantified.

VI. Conclusion

116. As the United Nations focuses on the major global challenges ahead, including addressing large movements of refugees and migrants and the implementation of the 2030 Agenda for Sustainable Development, the Department of Public Information will continue to engage people across multiple platforms in as many languages as possible in ways that are interactive, informative and empowering. The Department will continue to deliver on its core mission of producing and sharing stories about United Nations work globally and will work with a broad range of partners to involve them more directly in the larger United Nations mission, to reach new and wider audiences and constituencies.